



Corporate Sponsorship Opportunities

Contact: Julie McKinney
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Dobbins Air Reserve Base Sponsorship & Event Marketing

Dear Friend of Dobbins Air Reserve Base:

You expressed an interest in learning about our 2010 Wings Over Atlanta Air Show and Open House and how you can be involved through sponsorship. In response to your request, the following information is available.

The 2010 Wings Over Atlanta Air Show and Open House will be held Saturday and Sunday, 16 - 17 October. We expect great things including the best military and civilian performers, static aircraft displays, parachute teams, and the most talented pilots in the US Military to include the Premier Navy Jet Team "The Blue Angels" and "The Canadian Snow Birds".

Air Shows have become the 2nd most popular spectator sport, drawing over 26 million people with over 400 annual events. In the last 10 years air shows have drawn nearly twice the attendance figures of NFL football! The 2008 Air Show held here on Dobbins Air Reserve Base hosted more than 100,000 of these dedicated spectators during the weekend event and we expect to exceed 200,000 in 2010.

The 2010 Wings Over Atlanta Air Show and Open House is offering sponsorship packages including corporate hospitality, flightline exhibit space, parking access, publicity, event signage and much more. You can get significant and measurable results for your specific marketing objectives. Whether you're sampling products, enhancing corporate image, or building on your brand marketing, the 2010 Wings Over Atlanta Air show and Open House can help you meet your unique goals and objectives.

The following sponsorship packages are merely a highlight of the benefits and amenities available through our sponsorship program. Dobbins Air Reserve Base has opened Air Show sponsorships to local, regional and national businesses and flightline space restricts the number of sponsorships available.

Please contact me by email at Julie.Mckinney@us.af.mil or by phone at (678) 655-5716 with any questions or to set up a meeting to discuss how you can market at this exciting event. In addition, you may wish to visit our website www.Dobbins.afrc.af.mil.

Our partners make it possible, so please join us for an exciting and unforgettable 2010 Wings Over Atlanta Air Show and Open House.

Sincerely

Julie L. McKinney
Marketing Director
94th Dobbins Services



General Air Show Economic Impact

- 2nd most popular spectator sport in North America
- Over 26 million people attend more than 400 shows annually

Based on Surveys Conducted by the International Council of Air Shows (ICAS)

Demographics of Attendees

Gender:

Male (18+)	62%
Female (18+)	38%

Own Home:

Own	56%
Rent	33%
Other	11%

Age:

Under 24	6%
25-34	18%
35-44	37%
45-54	21%
55 or over	18%

Education:

Some High School	1%
High School Graduate	19%
Some College	41%
College Graduate	25%
Post Graduate	14%

Attend with Children	40%
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Household Income:

Under \$24,999	17%
\$25,000-\$34,999	10%
\$50,000-\$74,999	15%
\$75,000 or Over	30%

Economic Impact

Spending On-Site at Air Shows

Visitors	\$3,183,479
Locals	\$3,183,479

Attendee Sponsor recognition

Yes	86%
No	14%

Likely to patronize Sponsors

Yes	71%
No	29%

Dobbins Specific

- 2008 Event hosted more than 100,000 individuals
- Expect to exceed more than 200,000 in 2010

Corporate Sponsorship & Amenities



President Sponsor - \$20,000

As a President Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in all event publicity including, but not limited to posters and banners. You will also receive a full page ad in the Official Air Show Program.

You'll receive prime space on the flightline for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. We can also make additional space available to you for other visuals including, but not limited to logoed vehicles, and inflatables. As a President Sponsor, you also have the option to choose to market your brand at our Annual Wing Family Day. Your networking opportunities are endless with our military and community leaders. We want you to bring your key clients, prospects or personnel to the 2010 Wings Over Atlanta Air Show and Open House. Here they'll see first hand your brand at work.

General Sponsor - \$10,000

As a General Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in all event publicity including, but not limited to posters and banners. You will also receive a three-quarter page ad in the Official Air Show Program.

You'll receive prime space on the flightline for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. We can also make additional space available to you for other visuals including, but not limited to logoed vehicles, and inflatables. Your networking opportunities are endless with our military and community leaders. We want you to bring your key clients, prospects or personnel to the 2010 Wings Over Atlanta Air Show and Open House. Here they'll see first hand your brand at work.

Colonel Sponsor - \$7,500

As a Colonel Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in all event publicity including, but not limited to posters and banners. You will also receive a half page ad in the Official Air Show Program.

You'll receive prime space on the flightline for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. You can enhance your networking opportunities with our military and community leaders. We want you to bring your key clients, prospects or personnel to the 2010 Wings Over Atlanta Open House. Here they'll see first-hand your brand at work.

Corporate Sponsorship & Amenities



Chief Sponsor - \$5,000

As a Chief Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in all event publicity including, but not limited to posters and banners. You will also receive an eighth of a page ad in the Official Air Show Program.

You'll receive prime space on the flightline for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. You can enhance your networking opportunities with our military and community leaders. We want you to bring your key clients, prospects or personnel to the 2010 Wings Over Atlanta Open House. Here they'll see first-hand your brand at work.

Sergeant Sponsor - \$3,000

As a Sergeant Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in event publicity including, but not limited to posters and banners. You will also receive an eighth of a page ad in the Official Air Show Program.

Airman Sponsor - \$2,000

As an Airman Sponsor of the 2010 Wings Over Atlanta Air Show and Open House, your logo will appear in event publicity including, but not limited to posters and banners. You will also receive an eighth of a page ad in the Official Air Show Program.

We'll work hard to help you activate your sponsorship to meet your marketing goals and objectives. Wings Over Atlanta is a fantastic venue for reaching a large portion of the Marietta population, including the heavily sought-after military market. The Services portions of the Air Show are only possible because of the financial support of sponsors. With your help, we hope to offer attendees new attractions and services.

To be a part of the 2010 Wings Over Atlanta Air Show and Open House, please contact Julie McKinney at (678)655-5716 or email at julie.mckinney@us.af.mil

BENEFITS AT A GLANCE

		President	General	Colonel	Chief	Sergeant	Airman	Recruit	Mascot
		\$20,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000	\$1,000	\$500
Marketing / Media Exposure	Rights to attend and display at Wing Family day	Y	Y	Y	Y	-	-	-	-
	Logo on Family Day Banner	Y	Y	Y	Y	-	-	-	-
	Logo on Sponsor Page in Program	Y	Y	Y	Y	Y	Y	Y	Y
	Coverage in Services Scoop	Y	Y	Y	Y	-	-	-	-
Venne Exposure	Ad Space in official Air Show Program (Depending On Available Space - Sponsors Financially Committed First will have First Rights Regardless of Level)	Full Page	3/4	1/2	1/8	1/8	1/8	-	-
	Public Address Announcement	2x/hour Throughout	1x/hour Throughout	1x/2 hours Throughout	1x/4 hours Throughout	2x Per Day	1x Per Day	-	-
	Flight line area with passive display	20'x20'	20'x20'	20'x20'	20'x20'	-	-	-	-
	Logo on event informational signs	Y	Y	Y	Y	Y	-	-	-
	Additional space for vehicles, inflatable's or other visuals (must be approved by Air Show Committee)	Y	Y	-	-	-	-	-	-
	Logo on Banner at Entry Gate	Y	Y	-	-	-	-	-	-
Hospitality	Welcome Reception Passes - Thank You from Leadership	100	40	20	15	12	8	4	2
	Reserved Parking Passes to provide access to your displays	50 Each Day	30 Each Day	15 Each Day	10 Each Day	3 Each Day	2 Each Day	1 Each Day	1 Each Day